

Table 3a

Importance of business-to-business sales, by selected company characteristics and innovation status: 2001

(Frequency)

Characteristic	Total	Importance			Nonresponse
		No or little	Moderate	Great	
All companies.....	72,400	8,200	11,200	51,800	1,200
IT.....	9,700	800	1,800	6,900	S
Manufacturing.....	3,000	S	400	2,400	S
Communication.....	1,600	100	300	1,100	S
Computer related services.....	5,100	500	1,100	3,400	S
Non-IT.....	62,700	7,400	9,400	44,900	1,000
Manufacturing.....	39,300	S	4,000	31,800	S
Transportation & public utilities.....	8,500	1,100	1,900	5,300	S
Finance, insurance & real estate.....	11,900	3,000	2,600	6,200	S
Engineering & AAB services.....	2,900	500	800	1,500	S
By revenue size					
\$2.5M to \$4.9M.....	26,500	2,500	4,300	19,400	S
\$5M to \$9.9M.....	17,800	1,600	3,200	12,700	S
\$10M to \$24.9M.....	16,100	2,000	1,800	12,000	S
\$25M to \$50M.....	6,000	S	1,000	4,000	S
Above \$50M.....	5,900	1,300	800	3,800	S
Innovators ¹	34,400	3,600	5,500	24,700	S
IT.....	7,000	600	1,300	5,000	S
Manufacturing.....	1,500	S	200	1,200	S
Communication.....	1,200	S	200	800	S
Computer related services.....	4,300	400	800	3,000	S
Non-IT.....	27,400	3,000	4,200	19,700	S
Manufacturing.....	15,300	S	S	12,600	S
Transportation & public utilities.....	3,700	S	800	2,500	S
Finance, insurance & real estate.....	6,900	1,600	1,500	3,800	S
Engineering & AAB services.....	1,500	200	400	800	S
By revenue size					
\$2.5M to \$4.9M.....	11,400	1,200	1,800	8,400	S
\$5M to \$9.9M.....	8,100	500	1,500	6,000	S
\$10M to \$24.9M.....	7,700	1,100	800	5,400	S
\$25M to \$50M.....	3,500	S	S	2,200	0
Above \$50M.....	3,700	S	700	2,700	0
Noninnovators ¹	37,000	4,500	5,500	26,300	600
IT.....	2,600	200	500	1,900	S
Manufacturing.....	1,500	S	S	1,200	S
Communication.....	400	S	S	300	S
Computer related services.....	800	S	S	500	S
Non-IT.....	34,300	4,300	5,000	24,400	S
Manufacturing.....	23,500	S	S	18,700	S
Transportation & public utilities.....	4,600	700	1,100	2,700	S
Finance, insurance & real estate.....	4,800	1,400	1,000	2,300	S
Engineering & AAB services.....	1,400	300	400	700	S
By revenue size					
\$2.5M to \$4.9M.....	14,400	1,300	2,500	10,300	S
\$5M to \$9.9M.....	9,500	1,000	1,700	6,600	S
\$10M to \$24.9M.....	8,400	900	1,000	6,500	S
\$25M to \$50M.....	2,500	S	S	1,800	S
Above \$50M.....	2,200	S	S	1,100	S

¹ Breakdowns by innovation exclude 32 cases, representing 1,100 companies, in which innovator status could not be determined. To be classified as an innovator, the company had to indicate that it had developed a product or process in the past 12 months or believed it would develop a product or process in the next 12 months as a result of IT-based innovation. The survey was conducted during the period July 2001–April 2002.

KEY: IT=information technology; AAB=accounting, auditing, bookkeeping; S=suppressed for reasons of reliability due to receiving less than 20 responses

NOTES: Responses are to question 2a: "On a scale of 1 to 10, where 1 is not at all important and 10 is extremely important, how important is the business to business sales market to your company's long term business strategy?" The category "No or little importance" represents a response of 1, 2, or 3 to this question. The category "Moderate importance" represents a response of 4, 5, 6, or 7 to this question. The category "Great importance" represents a response of 8, 9, or 10 to this question. Total nonresponse consists of item nonresponse and don't know responses.

IT is defined as the hardware and software that support the production or use of computer-based information systems, the infrastructure necessary to access such information systems, or data processing services. Companies are classified as IT or Non-IT based on their 4-digit SIC number. IT Manufacturing includes companies with SICs of 3571-3579, 3651, 3661-3679, 3695, 3823-3826. IT Communication includes companies with SICs of 4812-4822, 4832, 4833, 4841-4899. IT Computer related services includes companies with SICs of 7371-7379. Non-IT Manufacturing includes companies with SICs of 2011-3569, 3581-3648, 3652, 3691-3694, 3699-3822, 3827-3999. Non-IT Transportation & public utilities includes companies with SICs of 4011-4231, 4412-4789, 4911-4971. Non-IT Finance, insurance & real estate includes companies with SICs of 6011-6036, 6081-6153, 6159, 6162-6799. Non-IT Engineering & AAB services includes companies with SICs of 8711, 8721.

SOURCE: National Science Foundation, 2001 Information Technology Innovation Survey.